

HORMO-FRUITS

NATURAL FRUIT JUICES
CONCENTRATED
CONTAINING VITAMINS
STABILIZED

vademecum
for
modern facial treatment

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HORMO-FRUITS

MODERN

FACIAL

TREATMENT

Fruit juices have always been used to rejuvenate the beauty of the skin. In the Assyrian Egyptian bas-reliefs there are scenes of slaves using freshly gathered fruit to prepare beauty masques and creams for their mistresses.

Ancient Rome was prodigious in producing beauty preparations for the beautiful Roman women of Plinius' time. Beauty products made of wheat flour and grape or apple juices had skin rejuvenating power.

Speaking of more modern times, the great feminine rulers of France, from Vallière to Pompadour; the beauties who inspired artists from Ninon de Lenclos to Duplessis; the famous dames of the Napoleonic Empire from Récamier to Pauline Bonaparte, even Eugénie herself, were aware of the beneficial virtues of vegetables to the skin.

These women of epochs celebrated for feminine beauty were justified in this belief. It is true that fruit pulps have a definite beautifying action on the freshness of the skin.

RESEARCH ON FRUIT JUICES AND THEIR ACTION ON THE HUMAN SKIN

Modern cosmetics are based on cosmetological demonstrations that only the refined and logical research methods of today have made possible. Most important, the skin absorption of the lyophilic substances and the dermal hydration have taken the lead in the various methods of skin reconstruction and rejuvenation. Parallel to this research, important dermatological studies, have been carried out for the most part in France, demonstrating the important number of allergy cases and incompatibility of various chemical and animal substances to the human skin that have been unsuspected until now. Therefore the number of raw materials that come from these two origins is becoming more and more restricted. The marked importance of biocatalysts in cosmetics is being especially studied in Germany. This recent discovery has given a new impulse to the rationalization of materials, usable in maintaining and treating the skin. Other experimental work has proven that amino acids, the hydrolyzed vitamins, essences in specific conditions and prescribed quantities, the metabolites of plants, and peptic substances are all beneficial to the skin.

All of the eubiotic possibilities cited above are merged together in harmonious and balanced com-

plexes in fresh fruit and vegetable juices. These juices are being used more and more as selected raw materials in the preparation of beauty and skin care preparations containing hydrates and eubiotics in conjunction with absorbable lyophilic products.

ITALIAN RESEARCH

In Italy, with research that dates back to 1949, the first developments of the use of fruit and vegetable juices from the empirical dermal cosmetic stage to the realization of modern beauty preparations was carried out. These experiments prove that these juices « ... possess true eubiotic properties for the skin. At the same time, they are tonic — hardening or softening — according to the circumstances, and confer a velvety complexion. These treatments also exercise a eumorphic action ». Working from these observations, the physiological effect of these juices on the skin would be due to the « ... synergistic complex of the small doses of all the constituents beneficial to the skin contained in the juices and through which a true dermatological homeopathy is realized (vitamins, essences, pectin, amino acids, flavin) ». All of these substances have been separately tested on the skin and their beneficial effects have been proven by extensive writings.

The latest research demonstrates the skin revitalization power of phytostimulines and of their juices

that come from fruit and seed embryos treated with the Filatov method.

It is well known that certain vegetable organs, just as animal organs, can produce bioresistant substances (called biostimulines) by being subjected to specific adverse conditions (low temperature and prolonged darkness) for several days. When these stimulines, formed in the tissues and fighting for life, come in contact with the skin that has lost a part of its vitality, the skin receives something like a slap or whipping. This biting vitality reanimates the skin in a healthy manner.

The stimulating biogene substances were named « phytostimulines » by Filatov and belong to the group of skin biocatalysts. The revitalizing and rejuvenating action of these substances on the skin have been thoroughly proven recently in a series of tests. The advantages of the phytostimulines, in addition to their straightforward cosmetic action are their non-specificity, their absolute harmlessness, and stability. Numerous cosmetological experiments carried out in Italy have demonstrated the eubiotic action of the phytostimulines. These are also successfully used in therapeutics as injections.

Tallarico, using the juices extracted from germinating seeds internally, carried out extensive experiments at the Istituto di Biochimica dell'Università di Roma, which demonstrate their exceptional eubiotic

powers. This seed therapy gave the idea of utilizing their properties for cosmetic applications and revitalizing preparations with the base of juices extracted from oat and corn seeds, etc. Their effectiveness has been definitely proven.

VEGETABLE EMBRYO JUICES - PHYTOHORMONES

Basing further research on the previous observations of the pronounced biological and stimulating efficaciousness of the vegetable embryo juices, it is further ascertained that these products contain phytohormones. These are called « growth agents » by Kocheler. Certain Russian authors consider them comparable to animal hormones. But while animal hormones have given rise to incompatibility and disadvantages in dermatology, cosmetics and therapeutics, the phytohormones are absolutely non-specific and don't cause any disturbances.

Here it is necessary to distinguish these phytohormones from the substances that stimulate the growth of vegetables and that are at present called phytohormones as well. The latter are products of the α -naphylacetic and phenoxyacetic acids which are used exclusively for chemical synthesis. In the field of natural phytohormones, we should also like to call to mind the works of Rovesti and Cocchini that were the subject of a treatise given during the Interna-

tional Convention of Esthetics and Cosmetology held in Brussels.

This work denotes the vast importance of vegetable phytohormones as auxins and the allied products that give a considerable cosmetic effect.

We should like to call your attention to colchicine which operates as a vegetable hormone with its action on the abnormal development of seeds that have been previously immersed in a water solution.

To prepare concentrated fruit juices, HORMO FRUITS, research was based on conclusions that have been previously obtained principally in Italy. Through a special system of extraction and concentration that maintains all their initial properties (vitamins, amino acids, pectins, etc.) the products are enriched with phytohormone substances either when using Filatov's method or when adding their juice concentrates obtained from germinating seeds. By using these procedures, we have been able to obtain fruit juices and vegetable juices that contain the products that are recognized by modern cosmetic science as being the most active for maintenance and revitalizing skin treatments.

WHY USE AND HOW TO USE HORMO - FRUITS

HORMO FRUITS — concentrated, stabilized fruit juices — must be incorporated in brand new cosmetic preparations instead of trying to modify or improve old fashioned ones.

HORMO FRUITS are based on a new and revolutionary theory of manufacturing cosmetics. In the past cosmetics were made by emulsifying fats or saponifying them with alkaline substances and then they had an alkaline pH. Alkaline products are in direct contrast with the natural composition of the healthy human skin which has an acid pH. The new theory of using acid reaction products to promote the health of the skin is based on the fact that the human skin emits acid secretions.

HORMO FRUITS were originated to promote this acid constitution of the skin. HORMO FRUITS, being perfectly acid (organic acid) are much more logically adapted to the natural physiology of the human skin and therefore work **with** the natural functions of the skin and not against it as alkaline substances do.

SIMILIA CUM SIMILIBUS

Naturally old type alkaline bases are not suitable for these acid reaction products and it is necessary to

HORMO FRUITS

HORMO - FRUIT	PROTEIN SUBSTANCE	FREE ACID	INVERTE SUGAR
	%	%	%
APPLE	1.68	2.94	33.47
APRICOT	3.78	2.85	15.07
BLUEBERRY	3.27	3.75	22.21
CARROT	3.04	—	38.36
CHERRY	5.67	3.02	25.03
CUCUMBER	4.20	—	8.82
CURRANT	2.14	9.26	26.79
FIG	5.08	—	—
GRAPE	2.89	3.23	62.83
LEMON	3.10	22.63	1.48
LETTUCE	3.88	—	9.22
ORANGE	4.56	5.67	11.71
PEACH	3.90	3.02	15.37
PEAR	1.51	8.84	29.86
PLUM	3.27	3.79	23.18
RASPBERRY	5.71	6.21	16.29
STRAWBERRY	2.48	3.90	21.54
TOMATO	4.20	—	14.70

The above data is only indicative and may vary

NALITICAL DATA

SACCHAROSE	LIPID	EXTRACTED SUBSTANCE	VITAMINS
%	%	%	
3.69	—	13.70	C
22.05	—	6.93	A.B
—	—	2.98	B.C
—	8.40	5.40	A.B.C
2.14	—	7.39	C
—	8.40	4.20	C
0.25	—	25.30	B.C
65.31	—	—	—
—	—	7.98	A.B
—	—	43.30	C
—	12.60	5.88	A E
12.08	—	30.62	A.B.C.E
23.61	—	7.43	A.C
6.30	—	14.15	—
7.72	—	13.09	A
3.73	—	4.20	B.C
4.66	—	2.01	B.C
—	8.40	4.20	A.B

ly according to the season, storage, fresh fruit, etc.

create new neutral bases to use them with.

After lengthy experimentation, our Laboratories have worked out some formulas for bases to be used with HORMO FRUITS. We shall be happy to send samples of these face creams, beauty milks, and lotions upon request.

Leaders in the cosmetic field will recognize the outstanding benefits of this new method introduced in Italy and approved by the most eminent medical school doctors.

Applying concentrated juices to the skin gives the same rejuvenating and reinvigorating results to the epidermis as those produced on our entire organism by drinking fresh fruit juices.

Drinking fruit juices makes for a healthy organism and applying them to the skin makes for a beautiful healthy complexion.

The skin is made up of Mucopolysaccarides Glucydes, of protein materials, water and mineral salts, has an acid reaction, and the following chemical composition:

CHEMICAL COMPOSITION:

Protein materials	20 %
Fatty materials	2 %
Mineral Salts	5 %
Water	65/70 %

As shown above the skin needs rational hydration to maintain the correct functional balance which could be subject to constant change by any and every outside agent.

It is especially necessary to preserve this natural acid reaction to keep the skin fresh, healthy and young-looking. Sometimes this reaction is disturbed by the illogical use of alkaline soaps, lotions or creams with an alkaline pH.

Fresh fruit juices have an acid reaction that corresponds to that of the healthy skin cell and therefore acts as a biocatalyst.

HORMO FRUITS ESPERIS are stabilized and can be kept for long periods of time without alteration. For this reason their action is guaranteed.

WE ADVISE FOR:

DRY SKIN:

APRICOT	HORMO FRUIT
CUCUMBER	HORMO FRUIT
FIG	HORMO FRUIT
LEMON	HORMO FRUIT
LETTUCE	HORMO FRUIT
ORANGE	HORMO FRUIT
PEACH	HORMO FRUIT

OILY SKIN:

APPLE	HORMO FRUIT
CARROT	HORMO FRUIT
CHERRY	HORMO FRUIT
GRAPE	HORMO FRUIT
LEMON	HORMO FRUIT
PEAR	HORMO FRUIT
TOMATO	HORMO FRUIT

NORMAL SKIN:

Any HORMO FRUIT can be used to
maintain the freshness of the epidermis.

DIRECTIONS FOR USE:

Clean the skin with an antiseptic solution to remove any vegetable substance that might be left there. After this, HORMO FRUITS diluted in three times as much water are applied directly to the skin, massaging gently. Then apply a face cream or gelatine masque.

IN BEAUTY CREAMS AND MILKS:

Use in preparations that are strictly neutral and non-alkaline.

LOTIONS:

Add 10% HORMO FRUITS to a slightly stringent liquid.

ACID SHAMPOOS:

To HYDROSAL T (Laurylsulfonate of triethanolamine) add 10 % HORMO FRUITS. Gives luster to hair.

The cosmetic experiments using fruit and seed juices have given very positive results. It is certain that these new vegetable raw materials will take their rightful place of prime importance in the cosmetic industry.

SAMPLE FORMULAS

FACE CREAM neutral, semi-fat with Hormo Fruits

WHITE NATURAL WAX	50	grams
LANOCERINA (hydrogenated lanolin)	120	»
COLESTERINE	2	»
VEGETABLE OIL (almond or olive oil)	200	»
HORMO FRUIT	100	»
PRESERVATIVE	1	»
WATER	445	»
PERFUME (suitable to HORMO FRUIT chosen)	2	»

Color if desired.

DAY CREAM with Hormo Fruits

LANETTA WAX	60	grams
STEARATE TRIETHANOLAMINE	20	»
SPERMACETI	25	»
BEESWAX	15	»
LANOCERINA	20	»
CARBOWAX 1500	80	»
PETROLEUM OIL	65	»
GLYCERINE	60	»
HORMO FRUIT	100	»
PRESERVATIVE	2	»
WATER	750	»
PERFUME (suitable to HORMO FRUIT chosen)	2	»

Color if desired.

BEAUTY MILK with Hormo Fruits

LANOCERINA	100	grams
COLESTEROL	50	»
OLIVE OIL	100	»
COLESTERINE	2	»
HORMO FRUIT	100	»
PRESERVATIVE	2	»
WATER	700	»
PERFUME (suitable to HORMO FRUIT chosen)	2	»

Color if desired.

